Privacy Policy

The operator of the website marketcom.hu, MarketCom Kft., hereby informs visitors and customers of its website about its data management practices, the organizational and technical measures taken to protect personal data, and the legal remedies available to users.

I. The Data Controller

The data controller is MarketCom Kft. (registered office: 1116 Budapest, Hunyadi Mátyás út 82., tax number: 12276385-2-43, managing director: Attila Simon, registered by the Company Court of the Metropolitan Court of Budapest under company registration number 01-09-662134, phone number: +36 1 700 1509), hereinafter referred to as the **Data Controller**.

The data processing registration number for newsletter distribution is: **NAIH-141445/2018**.

The hosting service provider for the Data Controller is EZIT Kft.
(registered office: 1132 Budapest, Victor Hugo utca 18–22.,
tax number: 23493474-2-41, company registration number: 01-09-968191, phone: +36 1 700 40 30).

II. Legal Basis for Data Processing

The following legislation applies to data processing activities:
Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information (hereinafter referred to as the "Infotv.").
The full text of the currently effective legislation is available at the following link:
http://net.jogtar.hu/jr/gen/hjegy_doc.cgi?docid=A1100112.TV

III. Data Processing Related to Purchases and User Registrations

III.1. Scope of Processed Data and Purpose of Data Processing

Data required for placing an order:

Shipping name and address:
Providing a shipping address is essential for delivering the ordered items. This may be a home address, workplace, or any other designated delivery location.

Billing name and address:
Required for issuing the electronic invoice related to the order.

Email address:
The email address is used for communication between the website operator and the registering individual. For example, it is used to send login credentials, password reminders, order confirmations, and notifications during order fulfillment.

Phone number:
Used for direct contact during the fulfillment of the order.

Additional data required for user registration:

Username:
Necessary for logging into user-restricted areas of the website (e.g., previous purchases) and for user identification.

Password:
Required to securely access the user account.

III.2. Legal Basis for Data Processing

The legal basis for data processing is your **consent**, and, in the case of order-related (contractual) data, **statutory requirements**.

III.3. Duration of Data Processing

Personal data related to orders is retained for the period specified by legislation on **record keeping and taxation**.
Data associated with the user account is processed by the webshop operator **until you withdraw your consent**.

You may withdraw your consent at any time by sending an email to: **info@marketcom.eu**

IV. Data Processing Related to Newsletter Subscriptions

IV.1. Scope of Processed Data and Purpose of Data Processing

Name:
Required to identify the individual subscribing to the newsletter; collecting this information is required by law.

Email address:
The email address provided by the subscriber, to which the newsletter will be sent.

IV.2. Legal Basis for Data Processing

The legal basis for data processing is your **voluntary and explicit consent**.

IV.3. Duration of Data Processing

The above data is processed by the webshop operator **until you withdraw your consent**.
You may withdraw your consent at any time by sending an email to: **info@marketcom.eu**

V. Access to Data and Data Security Measures

V.1. Access to Data and Data Transfer

The personal data you provide may be accessed by the employees of the webshop operator, strictly for the purpose of fulfilling their duties (e.g., order processing, administration, preparing statistics, etc.).

In addition:

Data provided for invoicing may also be accessed by the employees of the company responsible for the webshop's accounting.

Shipping-related data (such as the delivery address) may be accessed by the employees and subcontractors of the delivery service provider.

Your data will only be transferred to third parties when required by applicable laws and regulations.

V.2. Data Security Measures

Your personal data is stored on servers located at the registered office of the webshop operator, as well as on the servers of the hosting service provider used by the webshop.
No other third-party service provider is used for data storage.

Appropriate organizational and technical measures are in place to ensure the protection of your personal data — including safeguards against unauthorized access and unlawful alteration.

VI. Your Rights Regarding the Processing of Personal Data

VI.1. Right to Request Information

You may request written information from us — using the contact details provided in Section 1 — about the following:

what personal data we process about you,

on what legal basis,

for what purpose,

from what source,

for how long we store it, and

to whom, when, on what legal basis, and which of your personal data we have granted access to or transferred.

We will respond to your request within **30 days** via the contact method you provide.

VI.2. Right to Rectification

You may request in writing — via the contact details provided in Section 1 — the correction or modification of your personal data (e.g. your email address or postal contact information).

We will carry out your request within **30 days** and confirm the changes in writing.

VI.3. Right to Erasure

You may request in writing the deletion of your personal data using the contact details in Section 1.

Your deletion request will only be denied if legal obligations require us to continue storing your data — for example, due to recordkeeping or accounting laws.

If no such legal obligation exists, we will process your request within **30 days** and notify you in writing.

VII. Legal Remedies Related to Data Processing

Initiating Legal Proceedings

If you believe that your personal data has been processed unlawfully, you have the right to initiate civil proceedings against us.

Such cases fall under the jurisdiction of the **regional courts** (törvényszékek).
You may choose to file the lawsuit with the court that has jurisdiction over your **place of residence**.

A list of regional courts and their contact details is available at the following link:
http://birosag.hu/torvenyszekek

VIII. Reservation

The Data Controller reserves the right to amend this Privacy Notice.
Such changes may occur in particular when required by law.
Any modification of data processing shall not result in the use of personal data for purposes other than those originally specified.
The Data Controller will publish a notice of any changes on its website **at least 15 days prior to their entry into force**.

Cookie Policy

Use of cookies:

Cookies are usually small text files, given ID tags that are stored on your computer's browser directory or program data subfolders. Cookies are created when you use your browser to visit a website that uses cookies to keep track of your movements within the site, help you resume where you left off, remember your registered login, and other customization functions.The website stores a corresponding file (with same ID) to the one they set in your browser and in this file they can track and keep information on your movements within the site and any information you may have voluntarily given while visiting the website.

A cookie cannot be used to identify you as a person, just to track the computer you are using. Since as a visitor you are not diclosing any personal data, such data are not stored or used during the cookie usage.

Web site statistics:

This web site uses Google Inc. („Google")'s Google Analytics service. Google Analytics uses cookies, text files stored you your computer which enable them to analyze your web site usage. Such data stored in cookies, including your IP adrress are stored on Google servers.

Google uses such information to analyze your web site visits and provide summmar reports to web site operator. Google may disclose such information to third parties (in accordance with regulations) or when using third party data processors.

You have the right to refuse cookies by setting your web browser settings accordingly, but this may result you may not be able to use certain features of the web site, such as login and login-restricted content.

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http://www.google.hu/intl/hu/policies/privacy/

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